



How would you change this picture?



The Alberta Barley Commission invites you to attend

2010 Non-Traditional Barley Breeding Research & Commercialization Conference

April 14 & 15, Juniper Hotel & Bistro, Banff, Alberta, Canada

Registration, reception & meals complimentary

RSVP by Feb. 28, 2010 to Mandi Tilleman

(800) 291.9111 or barleyinfo@albertabarley.com

NON-TRADITIONAL BARLEY BREEDING RESEARCH & COMMERCIALIZATION CONFERENCE



Tell us how you would change barley production.
Make your voice heard.

Times are changing

Corn, soy and canola production have all seen dramatic increases in yield through nontraditional breeding techniques. Wheat could be next. Should barley follow?

Tell us how you would change barley production. Make your voice heard at the first ever Non-traditional Barley Breeding Research & Commercialization Conference.



Join barley industry leaders from around the world

Our speakers include:

- Dr. William Wilson with the Department of Agribusiness and Applied Economics at North Dakota State University
- Dr. Chengdao Li, a molecular geneticist and barley breeder with the Government of Western Australia

Conference topics & discussions include

- Agronomic & technological developments
- Ongoing research & development
- Other crop and other countries' practices
- Competitive realities
- Genetically modified organisms: market perceptions & acceptance
- Removing roadblocks to change
- Closing barley's commercialization gap
- Challenges & opportunities ahead

We invite you to join us

Our conference is aimed at all stakeholders involved in analysis, development, and commercialization of nontraditionally bred barley cultivars, including industry, regulators, and beyond.

As our guest, we'll cover your registration, meals and reception costs. Registration is limited to the first 50 applicants; please complete and return the attached registration form.

Guests must pay for their own transportation and accommodation.

Transportation & accommodation

The Alberta Barley Commission has reserved 40 rooms for the conference at the special accommodation rates. Prices start at \$119/night (plus 11% taxes) are available from:

- The Juniper Hotel and Bistro, Banff, Alberta at www.thejuniper.com. To book online: use the hotel's "reservation wizard"; indicate the stay date and number of adults guests; and enter the promo code "ABC."

Accommodation booking deadline: Feb. 28th, 2010. These rooms rates are also in effect for April 16th & 17th should you wish to extend your stay.

Accommodation is also available at:

- Inns of Banff (www.bestofbanff.com/inns-of-banff)
- Banff Park Lodge (www.banffparklodge.com)
- The Rimrock (www.rimrockresort.com).

Ground transportation to/from the Calgary International Airport and Banff, Alberta, runs hourly from 9:00 a.m. to 10:30 p.m. One way CDN \$53; round trip CDN \$106 (plus 5% tax).



For information & registration, contact:

Mandi Tilleman at: (800) 291.9111 or barleyinfo@albertabarley.com



Confirmed speakers

Dr. William Wilson
North Dakota State University,
Fargo, North Dakota, USA

Dr. William W. Wilson is a professor at North Dakota State University in Agribusiness and Applied Economics. Dr. Wilson's focus is risk and strategy as applied to agriculture and agribusiness with a particular focus on marketing, procurement, transportation and logistics, international marketing and competition.

He is the co-director of the Center of Excellence in AgBiotechnology at North Dakota State University, working with industry and researchers to increase commercialization of agbiotechnology to crops grown in North Dakota. He has published extensively on topics related to agbiotechnology and works routinely on agbiotechnology with industry and organizations, among them: EU Co-existence, Joint Wheat Industry Biotechnology and GMACC.

Dr Wilson led a project for the United States on privatization of the grain marketing system in Russia in the early 1990s. He currently has projects and/or clients in U.S.A., Canada, Mexico, Venezuela, Argentina, Brazil, China, Australia, and France. He served as a board member of the Minneapolis Grain Exchange for 12 years, on the FGIS Advisory Board, and currently serves as a board member of several regional firms.

Dr. Chengdao Li
Department of Agriculture,
Government of Western Australia

Dr. Chengdao Li is a senior barley breeder and senior molecular geneticist at the Department of Agriculture, Government of Western Australia. He is also an adjunct professor at Murdoch University of Australia and Zhejiang University of China.

His research focuses on development of new barley varieties using molecular techniques aiming to accelerate the release of new barley varieties, improve genetic gain and reduce the cost for selecting the target traits. He is one of the breeders for barley varieties Vlamingh, Hamelin and Baudin.

Dr. Li's most recent publication is Genetics and Improvement of Barley Malt Quality, which presents up-to-date developments in barley production and breeding. The publication includes: barley production and consumption; germplasm and utilization; chemical composition; protein and protein components; carbohydrates and sugars; and starch degrading enzymes as well as endosperm cell walls and malting quality, genomics and malting quality improvement, and marker-assisted selection for malting quality.



Event program schedule and additional speaker information will be available in January 2010.